

## ABSTRACT OF THE DISCLOSURE

An electrically neutral composition in the form of a water-in-oil or an oil-in-water emulsion is imparted with a unipolar electrostatic charge on spraying from an aerosol spray 5 device by incorporating into the composition a non-ionic surfactant and at least one polar or ionic or aromatic or linearly conjugated compound. The amount of the polar or ionic or aromatic or linearly conjugated compound included in the composition is about 0.01 to about 80% w/w based on the non-ionic surfactant, but is such that the theoretical conductivity of the emulsion is less than the bulk conductivity of the emulsion.